

CASE STUDY

Telecoms Provider Cuts Licensing Tickets by **60%** with Managed SAM Pro

Operational Support, ServiceNow SAM Pro Management

60% reduction in open licensing tickets

Executive Summary

A national telecommunications provider had invested heavily in ServiceNow SAM Pro but lacked the day to day operational capacity to run it effectively. Livingstone's Operational Support service took over management of the platform, cutting open licensing tickets by 60% and reclaiming £1.1M in unused entitlements within the first year.



The Challenge

A national telecommunications provider had implemented ServiceNow SAM Pro eighteen months earlier, but the internal service desk team lacked the specialist capacity to keep normalisation rules, reclamation workflows and publisher data current.

A growing backlog of unresolved licensing tickets was creating friction for end users requesting new software, with average resolution times stretching beyond two weeks. Significant numbers of unused licences were known to exist, but the team had no time to run systematic reclamation, leaving renewal budgets inflated year after year.

FAST FACTS

CLIENT

National Telecommunications Provider

SIZE

16,500 employees

SECTOR

Telecommunications

LOCATION

United Kingdom

SERVICE

Operational Support, ServiceNow SAM Pro

SAVINGS

60% ticket reduction; £1.1M reclaimed



The Solution

Livingstone's Operational Support team assumed day to day management of the ServiceNow SAM Pro platform, including normalisation rule maintenance, publisher catalogue upkeep and first line resolution of licensing service desk tickets.

A structured reclamation programme used SAM Pro usage data to systematically identify and recover dormant licences across the desktop and SaaS estate on a rolling monthly cycle. Livingstone worked alongside the client's existing service desk function, providing specialist escalation support rather than replacing the first line team, to keep institutional knowledge in house.



The Outcome

Within the first year, open licensing tickets fell by 60% and average resolution time dropped from over two weeks to under three days. The reclamation programme recovered £1.1M in unused licence value, applied directly against the following year's renewal budget.

Key Success Factors



Specialist ongoing management of a platform the client had implemented but could not fully operate



A systematic, rolling reclamation cycle rather than a one off clean up exercise



A collaborative model that strengthened the client's own service desk rather than displacing it

Conclusion

The client now treats ServiceNow SAM Pro as a genuinely operational platform rather than an underused investment, with Livingstone providing the specialist capacity the internal team was never resourced to deliver.

Want to uncover hidden value in your software estate?

Get in touch with Livingstone to see how our independent advisory services can help you achieve similar results.

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